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ABSTRACT

This selective, annotated bibliography covers 67 items published on cable television from 1968 to 1972. The books, articles, and report literature included here deal with these topics: introduction, background, access, applications, economic aspects, franchising, regulation, and technology. Each annotation includes sources and ordering information. The material is indexed by author and title. (JK)

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PREFACE

This document was prepared by the Cable Television Information Center under grants from the Ford Foundation and the John and Mary R. Markle Foundation to The Urban Institute.

The primary function of the center's publications program is to provide policy makers in local and state governments with the information and analytical tools required to arrive at optimum policies and procedures for the development of cable television in the public interest.

ACKNOWLEDGMENTS

The center is indebted to Charles Tate and his staff at The Urban Institute and to Michael Molenda and Jon Shafer, authors of *Annotated Bibliography on the Educational Implications of Cable Television (CATV)* (Greensboro, N.C.: School of Education, University of North Carolina, 1972, 28 pp.) and *An Annotated Bibliography on Cable Television* (n.p.: Jon Shafer, c1972, 16 pp.) respectively, who allowed the center to borrow freely from their publications.

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SALES INFORMATION

The Cable Television Information Center *cannot* provide copies of the publications listed in this bibliography with the *exception* of item numbers 2, 2A, 5, 5A, 7, 8, 13, 14, 16, 19, 37, 43, 47, 51, 52, 56, 62 and 65. If you wish to obtain copies of any of the other materials listed here, you must address your requests directly to the publisher of the publication. Publishers' addresses and price information have been included.

If you wish to order any of the 18 items available from the center, write to Cable Television Information Center, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group. Checks should be payable to the "Cable Television Information Center."

INTRODUCTION

This selective bibliography is directed toward policy and decision makers involved with cable television at local, state and national levels, public interest groups, and the researcher interested in obtaining a fundamental background in this rapidly developing field.

The items listed in the bibliography were selected for inclusion by members of the center staff. The inclusive dates of publication of the items are 1968 through 1972. Book, periodical articles and report literature were included.

Bibliocable

BACKGROUND

1 CATV: A History of Community Antenna Television

EM009 942
ED 064883
A-3

MARY ALICE MAYER PHILLIPS

A history of federal, state, and municipal regulatory practices and problems, and a discussion of the potential applications of cable development are included in this book which grew out of a dissertation submitted to the Graduate School of Northwestern University.

1972, Northwestern University Press, 1735 Benson, Evanston, Illinois 60201, 209 pp., $9.75

2 CABLE COMMUNICATIONS IN THE DAYTON MIAMI VALLEY: Basic Report

EM 010 142
ED
0.65
A-2

L.L. JOHNSON, W.S. BAER, R. BRETZ, D. CAMPH, N.E. FELDMAN, R.E. PARK, R.K. YIN

Ten separate papers, an introduction, summary and appendices make this volume a major document on the question of "What is the best approach to cable for a metropolitan area?"

1972, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-943 KF/FF), 1 v. (various pagings), $5.00. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

2A CABLE COMMUNICATIONS IN THE DAYTON MIAMI VALLEY: Summary Report

EM 010 131
ED
0.65; 3.29

LELAND L. JOHNSON

Common sense dictated providing an easier path to understanding the Dayton study than the lengthy *Basic Report.* The summary has three core sections: 1) the technology and economics of advanced cable systems, 2) new and expanded services, and 3) franchising and ownership of cable systems. This study deserves the full consideration of all interested in metropolitan area cable systems.

1972, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-942 KF/FF), 43 pp., $3.00. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

3 CABLE TV: Revolution in Limbo?

STANLEY GERENDASY

A general introduction to cable which stresses the need for public awareness of the technical and social potential of the medium.

1971, *Politeia,* 1028 Connecticut Avenue, N.W., Washington, D.C. 20036. Vol. 1, No. 2, Autumn, 1971, 1-5 pp.

4 CABLE TV: The Endangered Revolution

STUART P. SUCHERMAN

This excellent overview of regulatory issues emphasizes the need for municipal governments and the FCC to examine ownership patterns and public interest considerations. Sucherman, a program officer with the Ford Foundation, is a member of the California and New York Bars. He includes the New York franchise experience as an example. Sucherman is also concerned with the lack of involvement on the part of the news media.

1971, *Chicago Journalism Review,* 192 N. Clark Street, Chicago, Illinois 60601 X, May-June, 1971, 13-20 pp., $.75

EM 010 382
ED

5 **CABLE TELEVISION IN DETROIT: A Study in Urban Communications**

DETROIT CABLE TV STUDY COMMITTEE

0.65: 3.29

This book offers a contrast to the professional outside study of cable done in other cities. A local group of citizens commissioned by the Mayor of Detroit to study and make recommendations to the City Common Council takes a sophisticated look at the issues of a large city cable system and offers concrete suggestions on how the council should face these issues.

1972, n.p. (Order from: City Clerk's Office, 1304 City-County Building, Detroit, Michigan 48226), 162 pp., $5.00. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

5A **CABLE TELEVISION IN DETROIT: A Study in Urban Communications; Summary**

This report is a summary of the earlier report which was prepared by the Cable TV Study Committee for Common Council, City of Detroit.

1972, n.p. (Order from: City Clerk's Office, 1304 City-County Building, Detroit, Michigan 48226, 15 pp., $5.00 for 10 copies. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

6 **COMMENTS OF THE FORD FOUNDATION IN RESPONSE TO THE COMMISSION'S NOTICE OF PROPOSED RULE MAKING OF JULY 1, 1970 . . .; Before the Federal Communications Commission, Docket no. 18892**

FORD FOUNDATION

Recommends federal regulation of cable television and urges that all things being equal nonprofit agencies be given preference in franchise awards. Other recommendations concern limiting the number of years for which franchises are granted, assuring equitable service to all residents within a cable area, limitation of franchise fees, and public access to program origination.

1970, Ford Foundation, Office of Public Broadcasting, 320 E. 43rd Street, New York, New York 10017, 32 1.

7 **COMMUNICATIONS TECHNOLOGY FOR URBAN IMPROVEMENT: Report to the Department of Housing and Urban Development**

NATIONAL ACADEMY OF ENGINEERING. COMMITTEE ON TELECOMMUNICATIONS.

This 16-month study jointly sponsored by six federal agencies recommends six pilot studies to examine the potential of broadband communications networks as well as other communications systems for improving the quality of health, education, transportation, and municipal services for urban residents.

1971, Committee on Telecommunications, National Academy of Engineering (Order from National Technical Information Service, U.S. Department of Commerce, Springfield, Virginia 22151) (Order no. PB 200317), 218 pp., $3.00. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C., 20037 Att: Information Group

8 **COMMUNITY CABLE TV AND YOU**

NATIONAL FILM BOARD OF CANADA

This special issue of cable TV takes the form of a booklet introducing the layman to the possibilities for self-expression on the cable channels reserved for community access. Reservation of such channels is legally mandated by the Canadian Radio-Television Commission.

1971, *Challenge for Change Newsletter,* National Film Board of Canada, P.O. Box 6100, Montreal 101, Quebec, No. 6, February, 1971, 11 pp., single copy free. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

9 **THE FEDERAL COMMUNICATIONS COMMISSION**

KENNETH A. COX

Former FCC Commissioner Cox gives an excellent and comprehensive history of communications regulation.

1970, *Boston College Industrial and Commercial Law Review*, Boston College, Law School, Brighton, Massachusetts 02135, Vol. XI, No. 4, May 1970, 595-688 pp.

10 **FINAL REPORT**

EM 007 541
ED 033 606
A 3

U.S. PRESIDENT'S TASK FORCE ON COMMUNICATIONS POLICY

Chapter seven, entitled "Future Opportunities for Television," considers cable to be a promising means of achieving the national goals of diversity and localism in communications.

1968, n.p. (Order from: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402), 1 v. (various pagings), $4.50

11 **THE IED/EIA RESPONSE TO THE FEDERAL COMMUNICATIONS DOCKET 18397, PART V: The Future of Broadband Communications; submitted to the FCC on October 29, 1969**

ELECTRONIC INDUSTRIES ASSOCIATION. INDUSTRIAL ELECTRONICS DIVISION. AD HOC COMMITTEE.

The electronics industry attempts to assess the long-range role of broadband communications in the American national life in this early landmark report. Politically significant in that it "breaks ranks with both the broadcasters and the cable TV industry." Myriad uses of coaxial cable such as electronic mail, banking, shipping, and automated libraries are explored.

1969, Industrial Electronics Division, Electronic Industries Association, 2001 Eye Street, N.W., Washington, D.C. 20006, 41 pp., $5.00

12 **NCTA CONVENTION, 20th, WASHINGTON, D.C. 1971**

NATIONAL CABLE TELEVISION ASSOCIATION

This official transcript of the 20th annual convention of NCTA which was held July 6-9, 1971 at the Sheraton Park Hotel in Washington, D.C., includes the transcript of all major legal, management and engineering sessions. The 1972 proceedings will not be available until August 1972.

1971, National Cable Television Association, Controller's Office, 918 16th Street, N.W., Washington, D.C. 20006, 932 pp., single copy $9.00; 10 or more copies $7.00 ea. The 1972 transcript will be released in two volumes: v. 1, technical sessions; v. 2, management, legal sessions, $5.00 ea.

13 **ON THE CABLE: The Television of Abundance**

SLOAN COMMISSION ON CABLE COMMUNICATIONS

This report provides a general view of cable but does not address itself to many of the specific policy issues surrounding cable today. The appendices include good information concerning the technical aspects of cable and the public access channel experience in New York.

1971, McGraw-Hill Book Company, 330 W. 42 Street, New York, New York 10036, 256 pp., $2.95. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

14 **A SHORT COURSE IN CABLE**

UNITED CHURCH OF CHRIST. OFFICE OF COMMUNICATION.

A simple introduction to topics such as, "How to Get Good Cable Service for Your Community, Community Supervision, and Municipal Responsibility."

1971, United Church of Christ, Office of Communications, 289 Park Avenue South, New York, New York 10010, single copy free, each additional copy $.25. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

15 **URBAN CABLE SYSTEMS: An Interim Report**

MITRE CORPORATION

This study explores the technical and economic feasibility and the utility of urban cable systems. It analyzes the needs and services which urban cable systems can fulfill, their

technical implications, and demand. That analysis is followed by a proposed system design and implementation schedule using the Washington, D.C. area as an example; it includes an integrated large scale demonstration and a financial analysis. One of the proposals is to establish several point-to-point cable networks for special public service uses, e.g., in the area of education, in addition to the standard system for all subscribers. The final report was released August, 1972.

1971, Mitre Corporation, Mr. W.F. Mason, Technical Director, Systems Development Division, 1820 Dolley Madison Boulevard, McLean, Virginia 22101 (Report no. M71-64), 305 pp.

16 **THE WIRED NATION**

RALPH LEE SMITH

Probably the best single explanation of cable; its history, power struggles, public interest issues, and important statistics which appeared in *The Nation* in 1970.

1970, *The Nation*, 333 Sixth Avenue, New York, New York 10014, Vol. 210, No. 19, May 18, 1970 (Special Issue), 582-606 pp., $1.00. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

16.1 **THE WIRED NATION: Cable TV: The Electronic Communications Highway**

RALPH LEE SMITH

This is an expanded and updated version of the article originally published in *The Nation.*

c1972, Harper & Row, 49 East 33rd Street, New York, New York 10016 (Colophon Books, CN 243), 128 pp., $1.95 paperback.

ACCESS

17 **ACCESS BY LOCAL POLITICAL CANDIDATES TO CABLE TELEVISION: A Report of an Experiment**

HERBERT S. DORDICK and JACK LYLE

An experiment in low-cost, local origination programming in Waianae, Hawaii, was conducted during the November 1970 elections. Free access to seven utilized cable channels was offered to political candidates prior to the local election. This report, prepared under a grant from the John and Mary R. Markle Foundation, includes programming costs, viewer responses, and the reactions of the candidates.

1971, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-881-MF), 26 pp., $2.00.

18 **CABLE TELEVISION: A Guide for Citizen Action**

MONROE E. PRICE and JOHN WICKLEIN

It is a "how-to" book meant for public spirited citizens who want to participate in decisions affecting their lives; for local government officials who want to do the best job possible in furnishing services to their citizens; and for community organizations and political leaders who want to approach and experiment with cable as a fundamental means of communications among their constituents. However, the book will serve groups with only the most elementary knowledge of cable by alerting them to the fact that cable presents issues of general community interest. It does not serve as an actual procedural guide on ways to open up the process for selecting a cable operator or how to participate meaningfully in such a process.

c1972, Pilgrim Press Book (Order from: United Church of Christ, 289 Park Avenue, New York, New York 10010), 160 pp., $2.95.

19 **CABLE TELEVISION IN THE CITIES: Community Control, Public Access and Minority Ownership**

CHARLES TATE, Editor

Its contents include an overview of cable, very good sections on community control, local origination, municipal regulation, minority business opportunities, and an outstanding reference and resource guide.

1971, Urban Institute, Department C, 2100 M Street, N.W., Washington, D.C. 20037, 184 pp., $3.95. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

20 **CANADIAN CONTENT**

MERRILY PASKAL, Editor

Appended to issue no. 4 of *Radical Software* in the Summer of 1971 are contributions from Canadians on the subject of community access in Canada. Of special note are the following articles: Cable and Community Access: 2. Challenge for Change brief to the CRTC (Canadian Radio and Television Commission) (excerpt) . . . 4. What's Happening, Not Happening in Cable Access 5. Introducing the 20th Community Centre (and more).

1971, *Radical Software,* Suite 1304, 440 Park Avenue South, New York, New York 10016, No. 4, Summer, 1971, Canada (Section) 1-24 pp., $3.00.

21 **NON-DISCRIMINATORY ACCESS TO CABLE TELEVISION**

J.H. BARTON, D.A. DUNN, E.B. PARKER and J.N. ROSSE

The authors explore the possibility of using cable to open up the local programming market, especially as a political medium for local coverage. The problem of local cable monopolies is dealt with by separating cable system ownership from programming. It is proposed that "a variety of entities would be allowed to lease channel time and to serve as providers of programming and other cable services." The report also contains information on pricing policies and legally responsible programming sources.

1971, Institute for Public Policy Analysis, Stanford University, Stanford, California 94305, 22 1.

22 **PUBLIC ACCESS CHANNELS: THE NEW YORK EXPERIENCE: A Report for the Fund for the City of New York**

CENTER FOR THE ANALYSIS OF PUBLIC ISSUES

The center reports on the progress of two public access channels in New York City in terms of costs, programming production experiences, and speculation on municipal uses of cable television.

1972, Center for the Analysis of Public Issues, New York CATV Project, (Order from: Fund for the City of New York, 1133 Avenue of the Americas, Suite 2920, New York, New York 10036), 37 pp., + Appendix.

APPLICATIONS

23 **A CABLE TV GUIDE FOR EDUCATORS: Cable Communications Comes to Twin Cities Area**

JON SHAFER

A useful guide designed for educators and others in areas now franchising. It includes information on edu ational uses of cable, two-way capabilities, and alternative forms of ownership.

1972, Educational Research and Development Council, 221 Student Health Service Building, Unviersity of Minnesota, St. Paul, Minnesota 55101, 42 pp., $1.50.

24 **CABLE TV – PROTECTING ITS FUTURE IN EDUCATION**

FRED T. WILHELMS and HAROLD E. WIGREN

Paper directed to instructional personnel in the schools which describes potential educational services available through cable. The authors urge immediate action at national and local levels to ensure the future availability of channels for educational purposes. Plans for local action are suggested. Overall, it is an excellent summary of the position in which educators find themselves regarding cable television.

1971, Association for Supervision and Curriculum Development, NEA, 1201 16th Street, N.W., Washington, D.C. 20036 (Interpretations; an occasional paper), 8 pp., single copy free if stamped, self-addressed business envelope is included with order; $.15 each for each additional copy.

25 **CABLE TELEVISION: OPPORTUNITIES AND PROBLEMS IN LOCAL PROGRAM ORIGINATION**

N.E. FELDMAN

A report prepared for the Ford Foundation which analyzes factors associated with successes and failures in case studies of local program origination in Canada; Dale City, Virginia; and Lakewood, Ohio.

1970, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report R-570-FF), 31 pp., $2.00.

26 **CABLE TELEVISION AND HIGHER EDUCATION: Two Contrasting Experiences**

LELAND L. JOHNSON

This comparative study examines the use of cable by Oregon State University and the University of Oregon in extending instructional televised courses. Costs of the system, program-sharing, local program origination, and sample program logs are included in this report prepared under a grant from the John and Mary R. Markle Foundation.

1971, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-828-MF), 43 pp., $3.00.

27 **ELECTRONIC KINDERGARTEN: A Proposal for Exploration of the Implications and Possibilities of Electronic Experience for Mini-Kids**

TOM BENDER

Bender explores the potential of video tape to enable the child to gain self-knowledge and to "develop his own physical, intellectual, emotional and psychic environment as a form of art as well as just experience."

1971, *Radical Software*, Suite 1304, 440 Park Avenue South, New York, New York 10016, No. 4, Summer, 1971, p. 16. $3.00.

28 **GUERILLA TELEVISION**

MICHAEL SHAMBERG and RAINDANCE CORPORATION

A book-length exploration into the meaning of the new medium of portable videotape recording by a member of Raindance Corporation, publishers of *Radical Software*. The book is divided into two sections: the "Meta-Manual" chapters deal with social issues; the manual section examines possible uses of portable videotape recording. The viewpoint expressed is that "portable video" is TV's offset printing. Video cassettes and cable television are seen as promising extensions of the portable video medium.

c1971, Holt, Rinehart and Winston, 383 Madison Avenue, New York, New York 10017, paper, 108 pp., $3.95.

29 **HAVE YOU PLACED YOUR BID? Proposal for a Planning Grant to Develop Programming and Control for Public Cable Channels**

THEA SKLOVER

The director of Open Channel, an organization dedicated to facilitating public access to cable in New York City, explains the steps which must be taken to assure that all elements of the community have meaningful access to "air time" on the cable.

Radical Software, Suite 1304, 440 Park Avenue, New York, New York 10016, No. 4, Summer, 1971, p. 22, $3.00.

30 **MINERVA: A Study in Participatory Technology, Working Paper I.**

AMITAI ETZIONI

Staff members of the Center for Policy Research describe a proposed system of social communication allowing interaction among geographically dispersed groups of citizens. The MINERVA system is seen as a check to the alienating tendencies of contemporary society. Four stages of development are outlined: the final stage would be based on a national network of cable TV systems allowing each individual to vote and participate in discussion in a "town meeting" format. The authors emphasize the need for legislation which would reserve one-third of cable's capacity for such non-commercial applications. (30a)

Other Working Papers in this Series:

II. Technology to Facilitate Citizen Participation in Government, by Stephen H. Unger (30b)

III. Incasting and the Telephone Network, by Philip J. Brendel (30c)

IV. Public Television Channels in New York City: The First Six Months, by Richard Calhoun (30d)

V. A Preliminary Review of CATV as a Two-Way System, by Ted Werntz (30e)

VI. Problems and Policies in Cable Ownership, by Ralph Lee Smith (forthcoming) (30f)

VII. A Socio-Psychological Analysis of Conference Call Experiments, by Richard Remp (forthcoming) (30g)

VIII. Design Analysis of Home Terminal for Two-Way Communications, by Noam Lemelshtrich (30h)

IX. Economic and Legal Aspects of CATV Systems, by Leonard Ross (forthcoming) (30i)

1972, Center for Policy Research, Inc., 475 Riverside Dr., New York, New York 10027, 40 l., $1.25 each to cover cost of reproduction and mailing.

31 **ORIGINATING PROGRAMS ON YOUR CABLE SYSTEM: A Collection of Outstanding Cablecasting Articles From *TV Communications* Magazine**

The articles in this special compendium touch on most every aspect of cablecasting—from the theoretical question of "Why Originate?" down to the most practical matters of program content and production.

Basic Lighting Techniques for CATV Programming by Kenneth M. Palius and Thomas R. Myers—p. 3 (Title varies in table of contents: Lighting Techniques for CATV Studios)
Buying Prepared "Software" for Local Programming—p. 8 (Title varies in table of contents: "Software" Materials for Local Origination)
Care and Maintenance of Television Cameras by Tom J. Cunningham—p. 13
Maintenance and Operation of Videotape Recording Equipment by Jim Cook—p. 15 (Title varies in table of contents: A VTR Primer for Cablecasting)
Orient Your Cable Casting About Your Community by Thomas E. Keith—p. 19
Planning Your Move Into Local Origination by Jack A. Rickel—p. 20
Local Election Coverage: What We Did-How We Did It by Don Anderson—p. 22 (Title varies in table of contents: Cablecasting Election Returns: How One System Did It)
Simplified Color Equipment for CATV Originators by Frederick J. Haines—p. 28 (Title varies in table of contents: Simplified Color Equipment for the CATV Studio)
"Fables of These Times" About Cablecasting by Richard F. Shively—p. 33 (Title varies in table of contents: "Fables of These Times - About Local Origination)
The Basic Elements of Good Cablecasting Technique by TeleMation, Inc.—p. 35
Why You Should Begin Local Origination by Sam Street—p. 39
Cablecasting Success on 745-Subscriber Shamrock, Texas System—p. 42 (Title varies in table of contents: Cablecasting Success in Shamrock, Texas)
A Step by Step Guide to CATV Originations by Lyle O. Keys—p. 44 (Title varies in table of contents: Getting Into CATV Origination-Step by Step)

1969, Communications Publishing Corporation, 1900 West Yale, Englewood, Colorado 80110, 47 pp., $2.95.

32 **PILOT PROJECTS FOR THE BROADBAND COMMUNICATIONS DISTRIBUTION SYSTEM**

MALARKEY, TAYLOR & ASSOCIATES

This study done for the Office of Telecommunications Policy proposes "that a basic test group of about 1,000 homes and several hundred non-residential users be equipped with: 1. bi-directional transmission capability; 2. interactive BCN (broadband communications network) home terminal . . .; (and) 3. central information data storage files and operating software." MTA further recommends "that OTP take the lead in generating the resources required for the proposed test led by: 1. direct government grants; 2. seeking financial participating (sic) of industrial equipment manufacturers through R & D subsidies, non-compensatory leases, outright grants; 3. and by seeking grants from foundations." This report focuses on Akron, Ohio, and San Jose, California, as possible locations for OTP pilot

projects. The proposed OTP pilot program in combination with conventional community antenna television reception services demonstrates both social benefits and the economic viability of broadband communications.

1971, Malarkey, Taylor & Associates (NOT available from Malarkey, Taylor & Associates or the U.S. Office of Telecommunications Policy. ORDER FROM: National Technical Information Service, U.S. Department of Commerce, Springfield, Virginia 22151 (Report no. PB 208-913), 348 pp. plus Appendices, $3.00.

33 **SCHOOLS AND CABLE TELEVISION**

NATIONAL EDUCATION ASSOCIATION. DIVISION OF EDUCATIONAL TECHNOLOGY

Widely acknowledged as the most comprehensive publication yet available on school use of CATV, this publication includes sample franchise contracts, a case study, essays on cost considerations and methods of obtaining CATV channels for school use, and a bibliography.

c1971, National Education Association, NEA Publications-Sales Section, 1201 16th Street, N.W., Washington, D.C. 20036, 66 pp. single copy, $2.25; 2-9 copies, 10 per cent; 10 or more copies, 20 per cent.

34 **TELECOMMUNICATIONS IN URBAN DEVELOPMENT**

H.S. DORDICK, L.G. CHESLER, S.I. FIRSTMAN and R. BRETZ

This study describes ways in which modern communications technology can be used to improve life in the urban ghetto—by improving education, by increasing community awareness and participation among ghetto dwellers, and by making important public and social service information available within the ghetto. Includes a pilot survey of East and South Central Los Angeles and of Gert Town, New Orleans.

1969, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. RM-6069-RC), 170 pp., $4.00.

35 **TELEVISION AND GHETTO EDUCATION: The Chicago Schools Approach**

RUDY BRETZ

The author uses an experimental project in Chicago as an example of how instructional television might be used more efficiently by being transmitted within decentralized modules rather than being broadcast district-wide. In a ghetto area of Chicago a cluster of five elementary schools were interconnected into a a closed circuit TV system. Bretz reports on the operation details, costs, and implications of such a modular system.

1969, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. P-1408), 17 pp., $1.00.

ECONOMIC ASPECTS

36 **CABLE TELEVISION: The Problem of Local Monopoly**

RICHARD A. POSNER

The advantages and disadvantages of local regulation and in particular the problem of granting local cable franchises is discussed. Given the natural monopoly character of cable television, the question of whether cable TV companies should be subject to the rules and practices developed for the control of public utilities and common carriers arises.

1970, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. RM-6309-FF), 35 pp., $2.00.

37 **CABLE TELEVISION AND THE IMPACT OF REGULATION**

WILLIAM S. COMANOR and BRIDGER M. MITCHELL

Comanor and Mitchell in this article examine the potential economic impact of the *proposed* FCC rules on cable. Economic extrapolations, based upon demand curves derived from currently operating systems and estimates of system component costs are used to analyze the cost of various proposed rules and their effect on cable television penetration of the major markets.

1971, *Bell Journal of Economics and Management Science*, Managing Editor, American Telephone and Telegraph Company, 195 Broadway, New York, New York 10007, Vol. 2, No. 1, Spring 1971, pp. 154-212, single copy free. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

38 COMPUTER CODE FOR A CABLE TELEVISION SYSTEM FINANCIAL MODEL

ROLLA EDWARD PARK

This model makes ten-year financial projections for cable television systems. It is an outgrowth of the Mitchell and Comanor simulation model and was applied to the Rand study of *Cable Communications in the Dayton Miami Valley*. It is written in FORTRAN IV, and should run with little or no modification on any computer system with a FORTRAN compiler. Data derived from this computer program includes income statement, sources and uses of funds, balance sheet, breakdowns of revenue, payroll, operating expense, and capital expenditure.

1972, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-1027-MF), 47 pp., $3.00 for report only.

38.5 COST ANALYSIS OF CATV COMPONENTS: Final Report

GARY WEINBERG

Report, prepared for the Office of Telecommunications Policy while the author was employed by Resource Management Corp., presents a methodology for estimating the capital and operating costs of new cable systems. Of particular note is a detailed analysis of underground construction costs as a function of soil conditions, labor rates and number of types of cable.

1972, Resource Management Corporation, 7910 Woodmont Avenue, Bethesda, Maryland 20014 (RMC Report, UR-170), 1 v. (various pagings), $7.00.

39 POTENTIAL IMPACT OF CABLE GROWTH ON TELEVISION BROADCASTING

ROLLA EDWARD PARK

Report findings are based on a computerized "impact model" of interactions among broadcast stations and cable TV systems. Major findings include: 1. cable will ultimately penetrate 40 to 45 per cent of U.S. households; 2. penetration tends to vary with carriage of distant signals; and 3. audience fragmentation will lead to decreased advertising revenues (18 per cent average decrease) which may well be reflected in decreased local programming by broadcast stations.

1970, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-587-FF), 80 pp., $3.00.

40 PROSPECTS AND POLICIES FOR CATV

JOHN J. MCGOWAN, ROGER G. NOLL and MERTON J. PECK

This study in its abridged form comprises Appendix B of the Sloan Commission report *On the Cable: The Television of Abundance*. It is an econometric approach to predicting the probable penetration of cable television into the 100 largest television markets and to forecasting the economic vitality of the cable industry.

c1971, McGraw-Hill Book Company, 330 W. 42nd Street, New York, New York 10036, 213-227 pp., $2.95.

41 PROSPECTS FOR CABLE IN THE 100 LARGEST TELEVISION MARKETS

ROLLA EDWARD PARK

An econometric model to estimate final penetration of cable systems in the top 100 markets is detailed in this report prepared under a grant from the John and Mary R. Markle Foundation.

1971, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-875-MF), 38 pp., $2.00.

42 **TOWARD THE WIRED NATION: The Financial Implications of Developing Cable Communications; Transcript of Seminar Sponsored by the National Cable Television Association, Inc.**

This transcript of the seminar, held June 30, 1971, at the Hotel Sonesta in Washington, D.C., includes statements of the participants on cable communications.
List of Participants:

Jay E. Ricks, Hogan & Hartson, Washington, D.C.
Amos B. Hostetter, Jr., Vice President, Continental Cablevision, Inc., Boston, Massachusetts
Roger Schulz, Vice President, Morgan Guaranty Trust, New York, New York
Guy C. Roberts, Investments Department, Massachusetts Mutual Life Insurance Company, Springfield, Massachusetts
Richard W. Kershner, Assistant Vice President, Drexel Firestone, Inc., Philadelphia, Pennsylvania
James M. Graves, Vice President, CBWL-Hayden, Stone, Inc. New York, New York
Peter E. Spreadbury, Branch Manager, Fahnestock & Company, Boston, Massachusetts

1971, National Cable Television Association, Inc., Public Relations Department, 918 16th Street, N.W., Washington, D.C. 20006, 52 pp., *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

FRANCHISING

43 **CITIES AND CABLE TELEVISION**

HARVEY A. LERNER and THOMAS H. MORIARTY

A brief, but good, article which provides the municipal official with basic, specific factors to consider before granting franchises to applicants. Lerner and Moriarty emphasize the need of the city to re-examine its own public communications requirements in light of the city's future needs and cautions the city to require the applicant to detail his plan for operation and the services the applicant plans to provide.

1969, *Nation's Cities,* Reprint Service, 1612 K Street, N.W., Washington, D.C. 20006, Vol. 7, No. 8, August, 1969, (Reprint no. 231), 15, 18-19 pp., $.35. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

44 **CROSSED WIRES: Cable Television in New Jersey**

CENTER FOR ANALYSIS OF PUBLIC ISSUES Richard C. Leone, Director

An evaluation of the experience of New Jersey municipalites with cable is accompanied by listings of important issues in franchise negotiations. A summary of a sample cable franchise also included. The importance of avoiding haste and of considering many of the public service aspects of a cable system is stressed.

1971, Center for Analysis of Public Issues, 92A Nassau Street, Princeton, New Jersey 08540, 94 pp., $5.00.

45 **DRAFTING MUNICIPAL FRANCHISES FOR CABLE TELEVISION SYSTEMS**

JAMES I. MASTERS

This report covers municipal franchising in three major sections. Section A, The Franchising Process, covers the steps in developing the request for proposals, the review process, public hearings, and selection of the franchise. Section B, Negotiable Franchise Provisions, covers areas of service variations, length of the franchise, rates, and other franchise provisions that can be negotiated. Section C, Standard Franchise Provisions, covers legal compliance, liability, street repairs, performance bond, cancellation procedure, and other provisions that are similar in all franchises.

1972, *Management Information Service,* International City Management Association, 1140 Connecticut Avenue, N.W., Washington, D.C. 20036, Vol. 4, No. LS-1, January 1972, 23 pp., Non Subscribers: $15.00 a copy, $2.00 for each additional copy.

46 A REPORT ON CABLE TELEVISION AND CABLE TELECOMMUNICATIONS IN NEW YORK CITY

MAYOR'S ADVISORY TASK FORCE ON CATV AND TELECOMMUNICATIONS

Criteria for cable TV franchises to be granted by New York City are delineated in this report. Many of the task force's recommendations are reflected in the franchises subsequently granted to Sterling Manhattan and TelePrompTer. The report was written by Fred Friendly.

1968, Ford Foundation, Office of Public Broadcasting, 320 East 43rd Street, New York, New York 10017, single copy free. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

47 THE WIRED CITY: A Handbook on Cable Television for Local Officials

THEODORE LEDBETTER, JR. and GILBERT MENDELSON

This is a concise handbook for municipal officials. Part I gives an excellent background on "What is cable television?" Part II focuses on municipal regulation and provides models for cities to follow in determining community needs in preparing a cable television ordinance, in franchising, and in the area of enforcement of regulations.

1972, Urban Communications Group, Inc., *Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group, 87 pp., $2.95.

REGULATION

48 BROADCASTING AND GOVERNMENT: Responsibilities and Regulations

WALTER B. EMERY

The author, formerly a member of the legal staff of the Federal Communications Commission, discusses the legislative and regulatory history of United States radio and television broadcasting with particular emphasis on FCC regulative history to 1970.

1971, Michigan State University Press, Box 550, East Lansing, Michigan 48823, 569 pp., $12.50.

49 THE CABLE FABLE

An excellent series of articles that warrant reading by any community member who wants a full—but initial—understanding of both the practical economic and social-political problems presented by cable franchising.

The Cable Fable by Kas Kalba—p. 195.
A Cable Is A Very Big Wire by Foundation '70—p. 199
An Overview of Pay Cable Television by Theodore S. Ledbetter Jr. and Susan C. Greene—p. 209
The Coming Fight For Cable Access by Nicholas Johnson and Gary G. Gerlach—p. 217
Public Access in New York City: An Interview With Theadora Sklover by Thomas Freebairn—p. 227
Portable, Half-inch Production: A Note on Costs by David Othmer—p. 238
CATV and Access to Knowledge by Michael Molenda—p. 243
CATV Franchising in New Jersey by Richard C. Leone and Robert S. Powell, Jr.—p. 252
Ownership Policy and the Cable Industry by Ralph Lee Smith—p. 263
What You See Is What To Get: Cable Television and Community Control by Francille Rusan—p. 275
The Coaxial Wiretap: Privacy and the Cable by Jerrold Oppenheim—p. 282
Cable On The Public Mind by Robert K. Yin—p. 289

1972, *Yale Review of Law and Social Action,* Yale Law School, 451 College Street, New Haven, Connecticut 06520, Vol. 2, No. 3, Spring 1972, 193-297 pp., $4.00.

50 CABLE TELEVISION AND MEDIA CONCENTRATION: Part I: Control of Cable Systems by Local Broadcasters

STEPHEN R. BARNETT

The author provides extensive background on cable. The focus is on the issues raised by common control between cable television systems and television or radio broadcast stations serving the same market. A well documented article with 581 bibliographical footnotes.

1970, *Stanford Law Review,* Stanford University School of Law, Stanford, California 94305, Vol. 22, January, 1970, 221-329 pp.

51 **THE COPYRIGHT QUESTION IN CATV**

LEONARD ROSS

A short, but comprehensive synopsis of the copyright problems of cable systems. A series of possible solutions are put forth. However, because the article was written over a year ago no analysis is made of the current FCC exclusivity provisions.

1971, Sloan Foundation, 630 5th Avenue, New York, New York 10020, 18 pp., single copy free. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

52 **FINAL CABLE TELEVISION DECISION: Including Texts of Report & Order, Rules, Tabulation of Significantly Viewed Stations, FCC Letter of Intent to Congress, Industry Agreement, Proposed Rules Governing Sports Blackouts & Radio Signal Importation**

U.S. FEDERAL COMMUNICATIONS COMMISSION

The rules carve out the areas in which the FCC expects local regulatory concern. While the rules are written for cable operators and place the initiative for proper local franchising on the operators' shoulders, the extent to which the process succeeds is solely the responsibility of the local government. The rules are not necessarily easy reading and an understanding of the most elementary nature will require an initial reading of the order that precedes the rules. In addition, the reader should be familiar with the document called the *First Report and Order,* 20 FCC 2d 201 issued in October of 1969 dealing with cablecasting. Another document that is necessary to a full understanding of current regulation is the *Memorandum Opinion and Order on Reconsideration of the Cable Television Report and Order,* adopted June 16, 1972.

1972, Television Digest, Inc., 1836 Jefferson Place, N.W., Washington, D.C., 20036, 152 pp., (Memorandum included with this purchase), $3.00. *Also available from the Cable Television Information Center,* 2100 M Street, N.W., Washington, D.C. 20037. A more difficult to read and less comprehensive version is available from Superintendent of Documents, Government Printing Office, Washington, D.C. 20402 as *Federal Register,* Vol. 37, No. 30, Part II (February 12, 1972), pp., 3252-3341, $.20; amendments, Vol. 37, No. 136, Part II (July 14, 1972), pp. 13848-13940.

53 **INVESTIGATION OF CABLE TELEVISION AND OTHER FORMS OF BROADBAND CABLE COMMUNICATIONS IN THE STATE OF ILLINOIS**

STEPHEN R. BARNETT

Barnett, in this statement before the Illinois Commerce Commission in the hearings held March 1, 1971, discusses whether a state should regulate cable television, and if so, to what extent.

1971, Illinois Commerce Commission, 527 East Capitol Avenue, Springfield, Illinois 62706, 25 l. single copy free.

54 **NOTICE OF INQUIRY AND OF PROPOSED RULE MAKING–BROADBAND CABLE COMMUNICATIONS**

ILLINOIS COMMERCE COMMISSION

In its docket #56191, "Investigation of Cable Television and Other Forms of Broadband Cable Communications in the State of Illinois," the ICC also distributes a summary of the testimony. This rule-making contains many sound regulatory ideas and detailed procedural standards.

1972, Illinois Commerce Commission, 527 East Capitol Avenue, Springfield, Illinois 62706, 48 l. single copy free.

55 **REGULATION OF CABLE TELEVISION BY THE STATE OF NEW YORK: A Report to the Commission**

WILLIAM K. JONES

Begins with a lengthy review of federal, state, and local regulation of broadcasting and cable

television. Examines issues arising in the areas of education, consumer protection, and civil liberties. Describes potential cable services. Makes detailed recommendations for regulation under the New York State Public Service Commission.

1970, State of New York, Public Service Commission, 44 Holland Avenue, Albany, New York 12208, 220 p. + Appendix, $5.00.

56 STATE, FEDERAL, AND LOCAL REGULATION OF CABLE TELEVISION

STEPHEN R. BARNETT

A comprehensive article that rewards the diligent reader by raising or referring the reader to other articles on almost all of the basic issues posed by state regulation. Possibly the best source for information about state regulation.

1972, *Notre Dame Lawyer*, Notre Dame Law School, Box 486, Notre Dame, Indiana 46556, Vol. 47, April, 1972, 685-814 pp. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

57 STATE REGULATION OF CABLE TELEVISION

MICHAEL R. MITCHELL

This study looks at Nevada, Connecticut, and New York legislation to regulate cable. Though the New York legislation was still in the planning stage at the time that the report was written it serves as a measuring point in the evolution of state regulation. Certainly anyone preparing or considering the problems of state regulation of cable should read this book. Then the reader should look at the Massachusetts Act.

4971, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-783-MF), 65 pp., $3.00.

TECHNOLOGY

58 CABLE TELEVISION AND SATELLITES

NATHANIEL E. FELDMAN

Feldman proposes the use of satellite transmission to cable TV headends, rather than direct to homes, as a means of distributing non-broadcast and educational TV programming.

1969, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. P-4171), 10 1. $.50.

59 INTERACTIVE TELEVISION: Prospects for Two-Way Services on Cable

WALTER S. BAER

The author provides a useful review of operating two-way systems, in particular the "narrowed subscriber response services involving subscriber response systems," and of cost estimates and revenues of two-way services.

1971, Rand Corporation, Communications Department, 1700 Main Street, Santa Monica, California 90406 (Report no. R-888-MF), 88 pp., $4.00.

60 THE OPTIMUM CABLE TELECOMMUNICATIONS SYSTEM

JOHN P. THOMPSON

Paper describing the technical specification of an "ideal CATV system" (a 6 megahertz, fully switched, limited, color video and voice network) which was presented to the 20th Annual National Cable Television Association Conference in Washington, D.C., July 7, 1971. The assumption is that this is the type of system to be pilot tested in the Broadband Communications Network Project.

1971, National Cable Television Association, 918 16th Street, N.W., Washington, D.C. 20006, 14 1.

61 PROPOSAL FOR U.S. SYSTEMS DESCRIBED

Thumbnail descriptions of the eight proposals received by the FCC for construction of U.S. domestic satellite systems. It is envisioned that more than one system will be permitted to operate. Of the eight proposals, the Hughes Aircraft Company satellite system proposal would be designed to interconnect cable TV systems.

1971, *Aviation Week and Space Technology*, P.O. Box 503, Hightstown, New Jersey 08520, Vol. 95, No. 8, August 23, 1971, 39 pp.

62 THE REAL WORLD OF TECHNOLOGICAL EVOLUTION IN BROADBAND COMMUNICATIONS

HUBERT J. SCHLAFLY

This report prepared for the Sloan Commission on Cable Communications is a good introduction to the technology for the layman. The reader will come away with a sound understanding of how a cable system works.

1970, TelePrompTer Corporation, 50 West 44th Street, New York, New York 10036, Att: Hubert J. Schlafly, 45 pp. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

63 THE RESTON, VIRGINIA, TEST OF THE MITRE CORPORATION'S INTERACTIVE TELEVISION SYSTEM

JOHN VOLK

Description of the technical aspects of the TICCIT (time-shared, interactive, computer-controlled, information television) system tested by Mitre Corporation in the cable system of Reston, Virginia. This system can supply up to 600 separate information displays simultaneously on one cable channel. The user interacts with the information by touch-tone telephone.

1971, Mitre Corporation, 1820 Dolly Madison Avenue, McLean, Virginia 22101, (Report no. MTP-352) 18 pp., single copy free.

64 SPECIAL REPORT: Cable's Path to the Wired City is Tangled

GERALD M. WALKER

Walker provides recent updates on bidirectional cable systems in Orlando, Florida; Overland Park, Kansas; Reston, Virginia; and Irving, Texas. Technically oriented, the article includes descriptions of home terminal functions, interference problems, and added costs of two-way transmission.

1972, *Electronics*, McGraw-Hill Publishing Company, 330 W. 42nd Street, New York, New York 10036, May 8, 1972, 91-99 pp.

65 THE SUBSCRIBER RESPONSE SYSTEM

R.T. CALLAIS and E.W. DURFEE

This brochure describes a computer-controlled system which would allow two-way digital communication between a cable center and a home subscriber. Included in this paper are pictures of subscriber response system (SRS) equipment.

1972, Theta-Com SRS Division, 9320 Lincoln Boulevard, Los Angeles, California 90045, 12 pp. *Also available from the Cable Television Information Center*, 2100 M Street, N.W., Washington, D.C. 20037 Att: Information Group

66 TECHNICAL HANDBOOK FOR CATV SYSTEMS, Third Edition

KEN SIMONS

The handbook (now in its third edition with the fourth edition expected to be published shortly) is a fairly advanced discussion of the electrical engineer's viewpoint of cable TV systems. It can be understood without much difficulty by anyone with a mathematical background. The descriptions of the problems encountered in designing and in operating a cable system are very complete.

1968, Jerrold Electronics Corporation, CATV Systems Division, 401 Walnut Street, Philadelphia, Pennsylvania 19105, 109 pp., $10.00

67 TELEVISION CARTRIDGE AND DISC SYSTEMS: What Are They Good For?

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Although this report is a year old, the progress on the development of cassettes has been slow and therefore it is still a valuable reference. The study did not attempt to report on the

technical aspects of these devices, but rather to analyze how they can be used by education and training organizations.

1971, National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036, 57 pp., NAEB Members, $3.50; Non-members, $5.25.

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